The original documents are located in Box 21, folder "1/13/76 - Philadelphia, Pennsylvania (1)" of the Sheila Weidenfeld Files at the Gerald R. Ford Presidential Library.

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Sally

THE WHITE HOUSE

WASHINGTON

December 16, 1975

MEMORANDUM TO:

PRITER SORUM

FROM:

SUMAN PORTER

SUBJECT:

Action Memo

Mrs. Ford has accepted the following out-of-town invitation:

EVENT: Unveiling (lighting) of Sculpture Called "Bicentennial

Dawn"

GROUP: General Services Administration through its Fine Arts Program

DATE: Tuesday, January 13, 1976

TIME: 7:00 p.m.

PLACE: U. S. Courthouse, Main Lobby

Philadelphia, Pennsylvania

CONTACT: Mr. Jack Williams

343-7221

COMMENTS: Mrs. Ford will unveil a piece of sculpture at the new U. S.

Courthouse in Philadelphia Tuesday evening, January 13th. The unveiling will take place by her flipping on the switch to light the sculpture which is called "Bicentennial Dawn." This will, in effect, "turn on" the Philadelphia Bicentennial. The piece of sculpture is a major art work created by 76-year old American sculptress Louise Nevelson. Mrs. Nevelson will be in attendance along with GSA Administrator Jack Eckerd, Mayor Frank Rizzo, a Congressional delegation and Federal Judges and community leaders. The lighting will be accompanied by music and fireworks on Independence Mall behind the sculpture. Mrs. Ford will attend the reception following

the "unveiling" and then will return to Washington hopefully at a reasonable hour. The file is attached. Thank you.

c: BF Staff

Red Cavaney

William Nicholson

Max Friedersdorf

Rex Scouten

Staircase



General Services Administration

Washington, D.C. 20405

- notified Jock Wms.

December 11, 1975

MEMORANDUM TO SUSAN PORTER

SUBJECT:

Proposal for Mrs. Ford to unveil major

sculpture in Philadelphia

A major art work created by the prominent living American sculptress, Louise Nevelson, is scheduled for unveiling in mid-January in the main lobby of the new United States Courthouse across the street from the Liberty Bell and Independence Hall in Philadelphia. The work was commissioned by the General Services Administration through its Fine Arts Program as was the famous Calder "Flamingo" at the Federal Center Plaza in Chicago. This \$175,000 monumental piece is constructed entirely of wood painted white and spans 90 feet; it is 16 feet high. Mrs. Nevelson, who is 76 years old, considers the work to be the climactic peak of her artistic career. It has been appropriately called "Bicentennial Dawn."

Following brief remarks by Louise Nevelson, GSA Administrator Jack Eckerd, Philadelphia Mayor Frank Rizzo and Mrs. Ford, it is proposed that Mrs. Ford throw the electrical switch that will light "Bicentennial Dawn." The lighting will be accompanied by appropriate music and, during the final moments of lighting, fireworks on Independence Mall behind the sculpture. She will, in a sense, be "turning on" the Philadelphia Bicentennial.

Blank Jo.

lues,

The event could take place from 7 to 7:30 p.m. the evening of January (13,)14, or 15. Invited guests would include the leaders of the art and cultural community, as well as other prominent persons in Philadelphia society. Other invitees would include Senators Scott and Schweiker, the Philadelphia Congressional delegation, Nancy Hanks, Federal Judges and community leaders. A reception in the lobby will immediately follow the lighting."

Progress Through Excellence Service Through People GSA currently has 55 fine arts projects in 44 Federal buildings across the country. One half of one percent of the construction cost of each new Federal building is set aside for fine arts. Each art work is commissioned specifically for the site and as such becomes an integral part of the total building design and also contributes to the cultural heritage of the American people.

Jack R. Williams Director of Special Projects

NOTE: Mrs. Ford met Louise Nevelson at a state dinner for Austrian Chancellor Bruno Kreisky on November 12, 1974.

THE WHITE HOUSE

WASHINGTON

January 8, 1976

MEN	AOR.	AND	MIT	FOR:

MRS. FORD

VIA:

RED CAVANEY

FROM:

PETER SORUM

SUBJECT:

YOUR VISIT TO PHILADELPHIA,

PENNSYLVANIA, Tuesday,

January 13, 1976

Attached at TAB A is the Proposed Schedule for the subject event.

APPROVE

DISAPPROVE

BACKGROUND

Louise Nevelson has created a multi-unit sculptural environment in wood titled "Bicentennial Dawn" for the James A. Byrne U.S. Courthouse in Philadelphia. You have accepted an invitation to participate in the unveiling program in which you will throw the electrical switch that will light the work of art that Nevelson considers the climactic peak of her artistic career. Following the ceremony, Nevelson will escort you on an exploratory tour of the sculpture which consists of three units in a special entry room. A cocktail reception for the 500 invited guests will precede the ceremony beginning at 5:30 pm.

PRIVATE DINNER

Following the ceremony, you have been invited to attend a private dinner at the home of Mrs. John Wintersteen given in honor of Louise Nevelson. The 40 guests at this informal buffet dinner will include a majority of the leaders in the Philadelphia Art

Community. A guest list is attached at TAB B. For your information, Mrs. Wintersteen was the first woman Board Chairman of the Philadelphia Museum of Art and has an impressive collection of art in her home. If you accept this invitation, Mrs. Nevelson would join you in traveling to the Wintersteen Residence immediately following the tour. Departure would be flexible.

APPROVE	DISAPPROVE

LIBERTY BELL

On New Year's Day, the Liberty Bell was moved to a new pavilion on Independence Mall. Since this pavilion is one block from the event site and two blocks from the hotel where you will have a small suite for changing, I would recommend that you stop at the Liberty Bell on this, your first visit to Philadelphia in the Bicentennial Year.

APPROVE	DISAPPROVE

PROPOSED SCHEDULE

MRS. FORD'S VISIT TO PHILADELPHIA, PENNSYLVANIA

Tuesday, January 13, 1976

2:35 pm (EST) Mrs. Ford boards motorcade on South Grounds.

MOTORCADE DEPARTS South Grounds en route

Andrews AFB.

[Driving time: 25 minutes]

3:00 pm

MOTORCADE ARRIVES Andrews AFB.

Mrs. Ford boards Jetstar.

3:10 pm

JETSTAR DEPARTS Andrews AFB en route Air National Guard Terminal, Philadelphia, Pennsylvania.

[Flying time: 35 minutes]
[No time change]

3:45 pm

JETSTAR ARRIVES Air National Guard Terminal, Philadelphia, Pennsylvania.

Mrs. Ford will be met by:

Mrs. Ford proceeds to motorcade for boarding.

3:50 pm

MOTORCADE DEPARTS Air National Guard Terminal en route Independence Mall.

[Driving time: 30 minutes]

4:20 pm

MOTORCADE ARRIVES Independence Mall.

Mrs. Ford will be met by: National Park Service Representative

4:25 pm Mrs. Ford proceeds inside Liberty Bell Pavilion.

OPEN PRESS COVERAGE

4:35 pm Mrs. Ford departs Liberty Bell Pavilion en route motorcade for boarding.

4:37 pm MOTORCADE DEPARTS Independence Mall en route Holiday Inn.

[Driving time: 3 minutes]

4:40 pm MOTORCADE ARRIVES Holiday Inn.

Mrs. Ford will be met by:
Mr. Hugh McFarland, Innkeeper, Holiday Inn

Mrs. Ford proceeds to Suite.

4:45 pm Mrs. Ford arrives Suite.

PERSONAL/STAFF TIME: 1 hour, 55 minutes

NOTE: Attire for evening is informal long dress. The sculpture is white painted wood.

6:40 pm Mrs. Ford departs Suite en route motorcade for boarding.

6:42 pm MOTORCADE DEPARTS Holiday Inn en route James A. Byrne, U.S. Courthouse.

[Driving time: 3 minutes]

6:45 pm MOTORCADE ARRIVES Courthouse.

Mrs. Ford will be met by:
Mr. Jack Eckerd, Administrator of General
Services

Mrs. Ford, escorted by Mr. Eckerd, proceeds to dais assembly area.

6:50 pm Mrs. Ford arrives dais assembly area and informally greets guests.

6:57 pm Mrs. Ford joins dais procession and moves to the stage for program.

OPEN PRESS COVERAGE ATTENDANCE: 500

7:00 pm National Anthem by Doughboy Band.

7:03 pm Remarks by Mayor Frank Rizzo.

7:05 pm Introduction of distinguished guests and remarks by Master of Ceremonies Jack Eckerd.

7:10 pm Remarks by Collins J. Seitz, Chief Judge, 3rd Circuit U.S. Court of Appeals.

7:12 pm Remarks by Michael Straight, Deputy Chairman, National Endowment for the Arts.

7:15 pm Remarks by Louise Nevelson.

7:20 pm Introduction of Mrs. Ford by Jack Eckerd.

7:21 pm Mrs. Ford's remarks begin.

FULL PRESS COVERAGE

7:23 pm Mrs. Ford's remarks conclude with the throwing of the electrical switch.

NOTE: The switch activates music and lighting. The light increases gradually as the music intensifies over a 30 second period.

7:25 pm Mrs. Ford, escorted by Louise Nevelson, proceeds to sculpture area for tour.

OPEN PRESS COVERAGE

7:35 pm	Mrs. Ford and Ms. Nevelson conclude tour and proceed to motorcade for boarding.		
7:40 pm	MOTORCADE DEPARTS U.S. Courthouse en route Wintersteen Residence (100 Grays Lane, Haverford, Pa.)		
	[Driving time: 30 minutes]		
8:10 pm	MOTOR CADE ARRIVES Wintersteen Residence.		
	Mrs. Ford proceeds to holding room.		
8:15 pm	Mrs. Ford arrives holding room.		
	PERSONAL TIME: 15 minutes		
8:30 pm	Mrs. Ford departs holding room and greets Mrs. John (Bonnie) Wintersteen.		
8:40 pm	Mrs. Ford, escorted by Mrs. Wintersteen, proceeds to living room to informally greet guests.		
	ATTENDANCE: 35		
9:00 pm	Mrs. Ford proceeds to buffet area for dinner.		
9:55 pm	Mrs. Ford bids farewell to Mrs. Wintersteen and departs en route motorcade for boarding.		
10:00 pm	MOTORCADE DEPARTS Wintersteen Residence en route Philadelphia International Airport.		
	[Driving time: 45 minutes]		
10:45 pm	MOTORCADE ARRIVES Philadelphia International Airport.		
	Mrs. Ford boards Jetstar.		
10:50 pm	JETSTAR DEPARTS Philadelphia International Airport, Philadelphia, Pennsylvania, en route Andrews AFB.		
	[Flying time: 35 minutes] [No time change]		

11:25 pm JETSTAR ARRIVES Andrews AFB.

Mrs. Ford boards motorcade.

11:30 pm MOTORCADE DEPARTS Andrews AFB en route

South Grounds.

[Driving time: 25 minutes]

11:55 pm MOTORCADE ARRIVES South Grounds.

you are cordially invited to a dinner in honor of Louise Nevelson Tuesday evening, January therteenth at Eight o'klock Hollowing the Dedication of Bicentenneal Dawn at the home of Mrs. John Stintersteen 100 Trays Lave # 402 Haverford, Revnsylvanea RSVB (215) 597-3827

Mrs. Sheils Weidenfeld

Mrs. John Hintersteen. 100 Gruys Jan #402 Staverford, Pa.

You are cordially invited to attend a reception preceding the dedication of "Bicentennial Dawn" five-thirty o'clock in the evening 601 Market Street

NEVELSON BICENTENNIAL DAWN

The Honorable Jack Eckerd, Administrator of General Services requests the honor of your presence at the ceremonies to dedicate the sculpture "Bicentennial Dawn" by Louise Nevelson for the James A. Byrne U.S. Courthouse at seven o'clock in the evening Tuesday, the thirteenth of January nineteen hundred and seventy-six 601 Market Street Philadelphia, Pennsylvania RSVP (215) 597-9613



you are cordially invited to a dinner in honor of Louise Nevelson everday evening, January therteenth at light o'clock rollowing the Dedication of Bicentennial Sown at the home of Mrs. John Thintersteen 100 Arayo Lane # 402 Haverford, Senneylvania (215) 597-3827 SUP

Miss Patti Matson

Mars. John Hinterstein 100 Grayo Lane # 402 Haverford, Pa. 19041

My personal wish for 1976 is x tax that all our celebrations are touched by magic.

Tonight our imaginations are carried on the magic carpet of Louise Nevelson's magnificent artistic vision. Her Bicentennial Dawn reaches back to 1776 and into our third century.

How exciting to be *** wanting in this city so rich in our Nation's history to dedicate a work of the future. Here so close physically and spiritually to the Liberty Bell is an creative expression unlimited by time.

Of all the freedoms we celebrate this year, the one dearest to my heart is the freedom of imagination. Imagination is the magic that dared those first Americans to create and Nation and inspires us tonight to move forward with new dreams.

To the memory of those whose imaginations made our first two century possible and to those whose visions will carry us forward, I light this beautiful expression of the spirit.

· For El. after

Philadelphia Brick Dedication

It is time for Americans to celebrate the greatness of our ideals, and to take pride in the achivements of the past two hundred years, and to reflect with Promise on our fature

Sometimes we are so close to our troubles we fail to see our triumphs. I hope the Bicentennial will help us reflect on how good and strong our country is.

Many nations are have made plans to honor this special anniversary, because they see how hard America works to put exide ideals into action.

Rejoice is an old-fashioned word, but it captures the spirit I hope America feels this year. We should rejoice in our individual freedoms, in our free supposed enterprise system and in our representative government.

We are still striving to know achieve those ideals, and our ability to change with the past and grow is also a cause for celebration.

The past two hundred years startless a government of free people can prevail.

Over anflicts.

This magnificex make magnificent creation by Louise

Nevelson symbolizes both the past and the future. "Bicentennial

Dawn: Dawn" celebrates what we have done and what we have yet
to do.

If our hearts are moved by our successes, instead of our failures, future Americans will look back to 1976 with pride just as we now look back to 1776.

We can know no more of the future than those Philadelphia dreams, but two hundred years of history should give us even greater faith in our ideals, our institutions and our people.

kmx It is 1976. Our Nat ion is two hundred years old, but the ideal of freedom and equality for every American in a fresh challenge.

THE XIMEN AND MEN AND

I light this artistic creation tonight with this thought:
"Let us rejoice in liberty."



REMARKS BY MRS. BETTY FORD

AT THE

UNVEILING OF LOUISE NEVELSON SCULPTURE PHILADELPHIA, PENNSYLVANIA TUESDAY, JANUARY 13, 1976

It is time for Americans to celebrate the greatness of our ideals, to take pride in the achievements of the past two hundred years and to reflect with promise on our future.

Sometimes we are so close to our troubles we fail to see our triumphs. I hope the Bicentennial will help us reflect on how good and strong our country is.

Many nations have made plans to honor this special anniversary, because they see how hard America works to put ideals into action.

Rejoice is an old-fashioned word, but it captures the spirit I hope America feels this year. We should rejoice in our individual freedoms, in our free enterprise system and in our representative government.

Philadelphia is the right place to begin this celebration of the heart, because here ideals were translated into action.

We are still striving to achieve those ideals, and our ability to change and grow is also a cause for celebration. The past two hundred years prove a government of free people can prevail over conflicts.

This magnificent creation by Louise Nevelson symbolizes both the past and the future. 'Bicentennial Dawn' celebrates what we have done and what we have yet to do.

If our hearts are moved by our successes and challenged by our failures, future Americans will look back to 1976 with pride just as we now look back to 1776.

We can know no more of the future than those Philadelphia dreamers, but our history gives us even greater faith in our ideals, our institutions and our people.

It is 1976. Our Nation is two hundred years young, and the ideal of freedom and equality for every American remains a fresh challenge.

I light this artistic creation tonight with this thought: "Let us rejoice in liberty."





pld.

September 12, 1975 FOR IMMEDIATE RELEASE

Nevelson Sculpture

Model Is Unveiled

A model of Louise Nevelson's "Bicentennial Dawn," a sculpture she is creating for the new James A. Byrne Courthouse, was unveiled in Philadelphia today.

Administrator Arthur F. Sampson of the U. S. General Services Administration joined Chief Judge Joseph S. Lord III of the U.S. District Court, Mayor Frank L. Rizzo and the artist for the 12:30 p.m. unveiling in the lobby of the new courthouse.

Sampson calling Mrs. Nevelson a "giant among contemporary sculptors," noted her impact on American art since the 1930s when she participated in the fine arts program sponsored by the Works Progress Administration.

The "multi-unit environment" for the new courthouse will be sculpted in wood and painted white. Of the work, for which she will receive \$175,000, the artist has said, "Bicentennial Dawn is a contemplative experience in search of awareness that already exists in the human mind. It is a place, an environment, that exists between day and night, and can be experienced as a monument to the past as well as the spores of our future."

This sculpture, Sampson said, is one of 52 works which will be installed in 38 new federal buildings around the country. Among these works of art are sculptures by Alexander Calder, Claes Oldenburg, Mark DiSuervo and Isamu Noguchi, and murals by Ilya Bolotowsky, Jack Youngerman, Frank Stella and Al Held.

Under the GSA program, one half of one percent of a building's estimated construction cost is set aside for fine arts projects.

GSA's goal, Sampson said, is to serve as a catalyst, giving both developing and established artists the opportunity to contribute to our culture.

"Our fine arts projects are not embellishments," he said. Each of our commissions enhances the architect's basic design while compatibly blending with its surrounding environment."

Artists are selected for GSA commissions in cooperation with the National Endowment for the Arts. NEA-appointed panels consisting

(MORE)

of museum directors and curators, heads of university art departments and artists, together with the project architect make nominations as part of the selection process. Final selections are made by the GSA Administrator.

#



GSA #6585 FOR RELEASE 7 p.m. Tuesday, January 13, 1976

First Lady Dedicates
Courthouse Sculpture

PHILADELPHIA--First Lady Betty Ford and Administrator Jack Eckerd of the U.S. General Services Administration tonight dedicated a multi-unit sculpture at the James A. Byrne Federal Courthouse here.

Participants in the unveiling of Louise Nevelson's "Bicentennial Dawn" included the artist; Michael Straight, deputy chairman of the National Endowment for the Arts; Chief Judge Collins J. Seitz of the 3rd Circuit Court of Appeals; William L. Rafsky, Executive Director of Philadelphia '76 Inc.; and the Boughboy Band from Fort Dix, N.J.

The contemporary sculpture is made of intricate multi-column units, painted white, which rise from three floor-mounted platforms with some elements hanging from the ceiling.

The Nevelson work is one of 48 sculptures, murals and tapestries planned for installation by GSA at 36 Federal buildings across the country.

Artists are selected for commissions by nominating panels appointed by the National Endowment for the Arts. Panels consist of museum directors, curators, art professionals and artists. Their nominations, plus recommendations from the project architects, provide the basis for the GSA selection process.

GSA's fine arts program sets aside one-half of one percent of a building's estimated construction cost for fine arts projects.

The artist has described "Bicentennial Dawn" as "...a place, an environment that exists between night and day... that can be experienced as a monument to the past as well as the spores of the future."

-MORE-

Mrs. Nevelson studied at the Art Students League in New York and assisted Mexican muralist Diego Rivera during the 1930s. Since 1941 and her first solo exhibition, Mrs. Nevelson's works have been acquired by many of the country's most respected art galleries and museums, including the Museum of Modern Art, the Whitney Museum and the Philadelphia Museum of Art. She has received many awards and fellowships.

The 22-story steel frame courthouse provides space for the U.S. Court of Appeals for the 3rd Circuit and the U.S. District Court for the Eastern District of Pennsylvania. The 665,000 gross square foot building also houses Justice and Treasury Department offices.

#

For immediate release Thursday, Jan. 8, 1975

THE WHITE HOUSE Office of the Press Secretary to Mrs. Ford

Mrs. Ford will unveil a Louise Nevelson sculpture in Philadelphia Tuesday, Jan. 13 at 7 p.m. in the lobby of the US Courthouse.

This is Mrs. Ford's first Bicentennial appearance of the year. The occasion is the presentation of the Nevelson sculpture entitled "Bicentennial Dawn" in the new US Courthouse in Philadelphia.

The sculpture was commissioned in February, 1975 by the General Services Administration under its Fine Arts Program. It is the largest scupture Nevelson has done. Occupying a space which measures 90 feet by 30 feet by 15 feet, the piece is multi-columnar in three floor-to-ceiling sections. It is fashioned of white-painted pine.

Participating in the ceremonies with Mrs. Ford will be Louise Nevelson; Jack Eckerd, Administrator of General Services; and Philadelphia Mayor Frank Rizzo. Mrs. Ford will unveil the sculpture by flipping a switch to gradually light the work.

The Fine Arts Program allows the GSA to set aside about one-half of one per cent of a building's estimated construction cost for funding works by contemporary American artists. The sculpture is one of 52 works to be installed in 38 new federal buildings around the country.

####

Contacts: for Louise Nevelson --Judith Harney, Pace Gallery, NY: (212) 421-3292

> for GSA --Dennis Blaeuer, (215) 597-3827

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PRESS CONTACT:
Dennis C. Blaeuer
Assistant Regional Administrator
General Services Administration
Region III - (215) 597-3827

MRS. FORD TO VISIT PHILADELPHIA

Mrs. Ford will dedicate "Bicentennial Dawn", a major sculptural environment by Louise Nevelson, commissioned by the General Services Administration. The dedication will be at 7 p.m. in the lobby of the U.S. Courthouse. Louise Nevelson will also be present.

All media wishing to cover Mrs. Ford's visit should submit credentials requests to Joanne Freedman, William J. Green, Jr. Federal Building, 600 Arch Street, Room 1232, Telephone (215) 597-9613.

Deadline for credentials request is Monday, January 12, 1976 at noon.

The following information is required:

Name
Affiliation and position
Social security number or passport number if not U.S. citizen
Date of birth
Place of birth
Business phone number
Home phone number

The above information may be delivered in person or called in to the office listed above. This office will be open from 8:30 a.m. to 5 p.m. Thursday, January 8, Friday, January 9 and Monday, January 12.

Credentials must be picked up in person by each individual member of the media at 10:30 a.m. - 2:30 p.m. and 4:30 p.m. - 6:30 p.m. in the lobby of the U.S. Courthouse on Tuesday, January 13.

Press questions concerning the ceremony should be directed to Dennis C. Blaeuer (215) 597-3827. Press questions concerning Mrs. Ford should be directed to Mrs. Ford's press office, (202) 456-2164.

PLATFORM GUEST LIST

Mrs. Betty Ford

Louise Nevelson

Honorable Jack Eckerd Administrator of General Services

Honorable Frank L. Rizzo Mayor of the City of Philadelphia

Michael Straight Deputy Chairman, National Endowment for the Arts

Congressional Participants

Honorable Joseph S. Lord, III Chief Judge, United States District Court

Honorable Collins J. Seitz Chief Judge of the U. S. Court of Appeals, Third Circuit

ALVS: 9:45 am 1/7/76

Smont Public Commissions

- O MARAChusetts Institute of Technology, Boston Commissioned of MIT and IMPei 28' Corten Steel Paintel Black Transparent Horizon
 - De Scottsdale, Orijona Cric Center commission City of Scottsdale 14' Conten Steel Atmosphere and Environment
 - (3) Binghamton, New York Ciric Center Commission Otty of Bingham ton 14' Corten Steel Dawn's Column
 - Wew York City Park Aneme Mall at 91strut.

 91st to City the structure of the former of
 - Chapel of St. Peters Certheran Church New York City
 Wood environment wall sweptures

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 (woth in Progress)

6 Temple Jack, Boston Mes.

Commission Keanchidecte Callabrative, Boston
Contemsfeel
Sky Conenant

D Fengle Beth EL, Great reck, New York.

Other Monumental Sulptures
Princeton University

Gale University

Wichita State University

THIS SCULPTURE IS JUST ONE OF MANY FINE ARTS PROJECTS NOW BEING SPONSORED BY GSA. CURRENTLY WE HAVE EITHER IN THE PLANNING STAGES OR UNDERWAY 51 SEPARATE WORKS OF ART WHICH WILL BE INSTALLED IN 38 NEW FEDERAL BUILDINGS ALL ACROSS THE COUNTRY. INCLUDED IN THESE PROJECTS ARE SCULPTURES BY ALEXANDER CALDER, CLAES OLDENBURG, MARK DI SUVERO AND ISAMU NOGUCHI. MURALS BY ILYA BOLOTOWSKY, JACK YOUNGERMAN, FRANK STELLA AND AL HELD ARE ALSO PART OF THE PROGRAM.

Under our current program, which was revitalized just three years ago, GSA sets aside about one-half of one percent of a building's estimated construction cost and earmarks these funds for fine arts projects.

OUR GOAL IS TO SERVE AS A CATALYST-TO GIVE DEVELOPING AND ESTABLISHED ARTISTS; REGIONAL AND INTERNATIONALLY FAMOUS ARTISTS-THE CHANCE TO CONTRIBUTE TO OUR CULTURE. OUR FINE ARTS PROJECTS ARE NOT EMBELLISHMENTS. EACH OF OUR COMMISSIONS ENHANCES THE ARCHITECT'S BASIC DESIGN WHILE COMPATIBLY BLENDING WITH THE SURROUNDING NEIGHBORHOOD.

ARTISTS ARE SELECTED FOR GSA COMMISSIONS IN CO-OPERATION WITH THE NATIONAL ENDOWMENT FOR THE ARTS. NEA-appointed panels consisting of museum directors and curators, heads of university art departments and artists, together with the project architect make nominations as part of the selection process. Final selection decisions are made by the Administrator.

I AM NOT AN ART CRITIC, BUT I DO KNOW THAT ARTISTS OFTEN HAVE THE UNCANNY

ABILITY TO REFLECT IN THEIR WORK THE TEMPER OF THEIR TIMES WHILE ALSO GIVING US A GLIMPSE OF THINGS TO COME. OFTEN ARTISTS THAT ARE AHEAD OF THEIR TIMES ARE CRITICIZED UNTIL YEARS AFTER THEY HAVE COMPLETED THEIR WORK. I DON'T BELIEVE THIS WILL BE THE CASE WITH MRS. NEVELSON'S SCULPTURE. UNDOUBTEDLY HER WORK WILL BE APPRECIATED BY THE MILLIONS OF TOURISTS WHO WILL VISIT PHILADELPHIA DURING THE BICENTENNIAL AND IN THE YEARS TO COME.

THANK YOU

fr. David Crownover 1918 Rittenhouse Square Philadelphia, PA. 19103 EV-6-7400

Ms. Suzanne Delehanty Institute of Contemporary Art University of Pennsylvania 34th and Walnut Street Philadelphia, PA. 19174 243-7108

Mr. and Mrs. Joseph Richel Ms. Ann D'Harnancourt 1714 Spruce Street Philadelphia, PA. 19103 PO-3-3100

Mr. Walter Stait 1802 Delancey Street Philadelphia, PA. 19103 GA-3-3000 985-1882

Mr. and Mrs. Richard Boyle Pennsylvania Academy of Fine Arts 1811 Chestnut Street Philadelphia, PA. 19103

Hon. and Mrs. Herbert Fogel 6540 Wissahickon Avenue Philadelphia, PA. 19119 597-9141 VI-3-2976

Mr. and Mrs. Jerry Shestack 2201 Parkyay Philadelphia, PA. 19130

Dr. and Mrs. Paul Makler 1716 Locust Street Philadelphia, PA. 19103 PE-5-2540

Mrs. Eva Glimcher 137 South Gould Road Columbus, Ohio

Mr. and Mrs. Arnold Glimcher 830 Park Avenue New York, New York 10021 Mrs. Joyce Schwartz
7 West Sist Street 16A
New York, New York 10024

Mr. and Mrs. Emlen Ettings 1927 Panama Street Philadelphia, PA. 19103 PE-5-8956 732-4146

Mrs. Louise Nevelson 29 Spring Street New York, New York 10012

Mr. and Mrs. H. Gates Lloyd Darby Road Haverford, PA. 19041 MI-2-0103

Mrs. John Wintersteen 100 Grays Lane #402 Haverford, PA.

Honorable and Mrs. Jack Eckerd (Administrator of GSA) General Services Administration 18th and F Streets, NW Washington, DC 20405

Mr. John F. Galuardi (Regional Administrator of GSA for Pennsylvania) 11505 Bedfordshire Avenue Potomac, Maryland 20854

Mr. and Mrs. Donald W. Thalacker (GSA Fine Arts Program) 11 Magnolia Parkway Chevy Chase, Maryland 20015

Miss Diane Brostoff (GSA Fine Arts Program) 5315 N. 26th Street Arlington, Virginia 22207

Mr. Karel Yasko Counselor for Fine Arts General Services Administration 18th and F Streets, NW Washington, DC 20405

Mr. Jack R. Williams (Director of Special Projects, GSA) 2500 Q Street, NW #444 Washington, DC 20007 Mr. and Mrs. David Pincus 1319 Remington Road Wynnewood, PA. 19096

Mr. and Mrs. Frank Goodyear

Mr. John T. Dorrance, Jr. 375 Memorial Avenue Camden, N.J. 08101

Mr. and Mrs. Robert Kardon 56 Crosby Brown Road Gladwyne, PA. 19035



GSA #6545 September 12, 1975 FOR IMMEDIATE RELEASE

Sculpture, Mural Commissioned

For Philadelphia Federal Building

A stainless steel sculpture worth \$175,000 and a \$30,000 mural have been commissioned by the U.S. General Services Administration for the new federal complex in Philadelphia.

Commissions of art for the William J. Green Federal Building and James A. Byrne Courthouse were announced today by GSA Administrator Arthur F. Sampson at the model unveiling of sculptress Louise Nevelson's "Bicentennial Dawn" in the new courthouse lobby.

The stainless steel water-oriented sculpture for the pool in the federal complex plaza will be created by David Von Schlegell, 45, director of studies in sculpture at Yale University since 1971.

Native Philadelphian Charles Searles will create an interior mural for the lobby area outside the cafeteria in the federal building. A painter and educator, Searles, 38, serves on the board of the Philadelphia Northern Arts Council and on the exhibition committee of the Pennsylvania Academy of Fine Arts.

Both men have considerable art backgrounds. Von Schlegell studied painting at the Art Students League in New York City and became interested in sculpture in 1963. Since then he has received several commendations including the Blanche E. Coleman and Carnegie International Awards and a Guggenheim Fellowship. Searles studied at the Fleicher Art Memorial and the Pennsylvania Academy of Fine Arts. His works have been shown as part of several Black American art shows at the Brooklyn Museum, Philadelphia Civic Center, Whitney Museum, and Columbia University.

Under the GSA fine arts program, to which these commissions are the latest additions, GSA sets aside about one-half of one percent of a building's estimated construction cost for funding works by contemporary American artists.

All artists selected for GSA commissions are chosen in cooperation with the National Endowment for the Arts. NEA-appointed panels consisting of museum directors and curators, heads of university art departments and artists, together with the project architect, make nominations as part of the selection process. Final selections are made by the GSA Administrator.

#

5:30 - 7:00 PM

Reception - 400 people including leaders of the Philadelphia Art Community, Federal Judges, Federal Agency Heads in Philadelphia, Philadelphia art media, community leaders, art media from New York, artists, City Officials, Philadelphia educators, patrons of the Arts.

Cocktails and hors d'oeuvres will be served from 5:30 - 6:55 and 7:30 - 8:00 PM.

6:15 % 6:30 PM

Mrs. Ford arrives and attends reception escorted by _

7:00 PM

Ceremony begins.

- 1) Jack Eckerd Master of Ceremonies
- 2) The National Anthem
- 3) Welcoming remarks by Mayor Rizzo
- 4) Introduction of distinguished guests and brief remarks on GSA Fine Arts Program by Jack Eckerd
- 5) Remarks by Chief Judge Seitz
- 6) Remarks by Michael Straight
- 7) Remarks by Louise Nevelson
- 8) Remarks by Senator Schweiker
- 9) Remarks by Mrs. Ford
- 10) The "Lighting"

7:25 PM

Ceremony concludes and food and beverage begins

7:30 PM

Mrs. Ford departs enroute home of Mrs. Bonnie Wintersteen, 100 Grays Lane #402, Haverford, Pennsylvania

8:00 PM	Arrive Mrs. Wintersteen's residence for buffet dinner; 35 people - No media
8:45 PM	Mrs. Ford departs enroute airport
9:15 PM	Arrive Philadelphia Airport for departure

You are cordially invited to attend a reception preceding the dedication of "Bicentennial Dawn" five-thirty o'clock in the evening 601 Market Street

NEVELSON BICENTENNIAL DAWN

The Honorable Jack Eckerd, Administrator of General Services requests the honor of your presence at the ceremonies to dedicate the sculpture "Bicentennial Dawn" by Louise Nevelson for the James A. Byrne U.S. Courthouse at seven o'clock in the evening Tuesday, the thirteenth of January nineteen hundred and seventy-six 601 Market Street

> Philadelphia, Pennsylvania RSVP (215) 597-9613



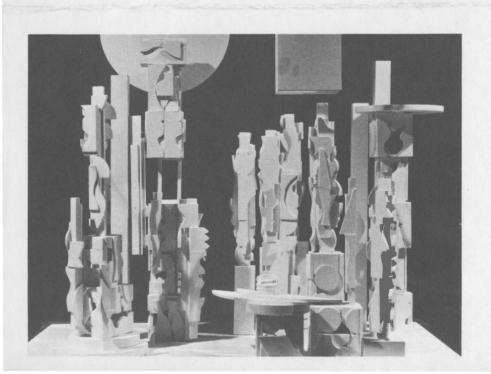
The General Services Administration's Fine Arts Program provides newly constructed Federal Buildings and the American public with representative examples of contemporary American art. Through this program Louise Nevelson was commissioned to create a sculpture for the James A. Byrne U.S. Courthouse in Philadelphia.

One of the foremost American sculptors of the 20th Century, Nevelson has received national and international acclaim for her relief-like, painted wood assemblages which possess a mysterious, even magical

quality that is uniquely her own. Her works can be found in major museums and contemporary art collections throughout the world.

The title and magnificance of "Bicentennial Dawn", a multi-unit sculptural environment in wood, captures the spirit of this important moment in our Nation's history and demonstrates the persistent artistic vitality and inventiveness of its creator. We hope this will serve as an artistic reminder of America's 200th year for future generations.





NEVELSON BICENTENNIAL DAWN

REMARKS BY MRS. BETTY FORD

AT THE

UNVEILING OF LOUISE NEVELSON SCULPTURE PHILADELPHIA, PENNSYLVANIA TUESDAY, JANUARY 13, 1976

It is time for Americans to celebrate the greatness of our ideals, to take pride in the achievements of the past two hundred years and to reflect with promise on our future.

Sometimes we are so close to our troubles we fail to see our triumphs. I hope the Bicentennial will help us reflect on how good and strong our country is.

Many nations have made plans to honor this special anniversary, because they see how hard America works to put ideals into action.

Rejoice is an old-fashioned word, but it captures the spirit I hope America feels this year. We should rejoice in our individual freedoms, in our free enterprise system and in our representative government.

Philadelphia is the right place to begin this celebration of the heart, because here ideals were translated into action.

We are still striving to achieve those ideals, and our ability to change and grow is also a cause for celebration. The past two hundred years prove a government of free people can prevail over conflicts.

This magnificent creation by Louise Nevelson symbolizes both the past and the future. "Bicentennial Dawn" celebrates what we have done and what we have yet to do.

If our hearts are moved by our successes and challenged by our failures, future Americans will look back to 1976 with pride just as we now look back to 1776.

We can know no more of the future than those Philadelphia dreamers, but our history gives us even greater faith in our ideals, our institutions and our people.

It is 1976. Our Nation is two hundred years young, and the ideal of freedom and equality for every American remains a fresh challenge.

I light this artistic creation tonight with this thought: "Let us rejoice in liberty."

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as sayiq (Sush quote)
I consider if most appropriete

I here a few notes I hat a me

we I remarks by MRS. BETTY FORD

and the bolinat the

unveiling of Louise Nevelson Sculpture

philadelphia, pennsylvania

Tuesday, January 13, 1976

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File philadelphin Trip

DISTRICT JUDGES WHO WILL BE IN THE CEREMONIAL COURTROOM AT 6:30 P.M. JANUARY 13, 1976 TO GREET BETTY FORD

DISTRICT JUDGES	NUMBER ATTENDING
Chief Judge Lord	1
Judge Fullam	1
Judge Weiner and Mrs.	2
Judge Hannum	1
Judge Becker and Mrs.	2
Judge Huyett	1
Judge Ditter	1
Judge Gorbey and Mrs.	2
Judge Broderick	1 probable
Judge Green and Mrs.	2
Judge Fogel and Mrs.	2
Judge McGlynn and Mrs.	2
Judge Cahn and Mrs.	2
Judge Clary	1
Circuit Judges	
Chief Judge Seitz and Mrs.	2
Judge Maris and Mrs.	2
Judge Hastie	1
Judge Adams and Mrs.	2
Judge Rosenn	1
TOTAL	29



Contacts: Kathy Dilonardo Matl PK Service 597-7130 ofc 928-0705 home

Bonnie Wintersteen 896 5292

hobart Cawood (215) 597 7132

dennis blaver asst regional admsts, 65a (215) 597 3827
joanne friedman



HOLDING ROOM LIST

Mrs. Gerald R. Ford
Honorable and Mrs. Jack Eckerd
Honorable Herbert A. Fogel
Mr. Arnold Glimcher
Honorable Joseph S. Lord III
Mrs. Louise Nevelson
Mr. William L. Rafsky, Director, Philadelphia '76
Congressman Richard T. Schulze, 5th District
Honorable Collins J. Seitz, Chief Judge of the Third Circuit
Mr. Michael Straight, Deputy Chairman, National Endowment for the Arts
Mrs. John Wintersteen

PLATFORM LIST

Mrs. Gerald R. Ford
Honorable Jack Eckerd
Honorable Herbert A. Fogel
Honorable Joseph S. Lord III
Mrs. Louise Nevelson
Mr. William L. Rafsky
Congressman Richard T. Schulze
Honorable Collins J. Seitz
Mr. Michael Straight

THE WHITE HOUSE WASHINGTON

January 16, 1976

Dear JoAnn:

I can't thank you enough! You were calm, efficient, thorough -- and enjoyable to work with as well!

I appreciated all your help more than I can say, and hope you'll pass my 'thanks' on to Mary Jane and Michelle as well.

Mrs. Ford enjoyed the visit very much, and that's as much due to your help in making the behind-the-scenes things go smoothly as anything else.

Again, thanks.

Patti Matson
Assistant Press Secretary
to Mrs. Ford

Jo Ann Freedman General Services Administration 600 Arch Street Room 1232 Philadelphia, Pa. 19106

THE WHITE HOUSE WASHINGTON

January 16, 1975

Dear Ron:

I wanted to drop you a note and let you know how sorry I was not to be able to get together with you the day you were in town.

I hope your tour worked out nicely and that you enjoyed your visit to the White House. I'm enclosing a guidebook to give you more detail on each of the rooms -- and hopefully bring back some nice memories of your visit.

I enjoyed New York very much and hope we have the chance to get together again.

Warmly,

Patti Matson Assistant Press Secretary to Mrs. Ford The White House Washington, D.C.

> Dr. Ron Begonia PHS/771 Southland Drive Hayward, California 94545

THE WHITE HOUSE WASHINGTON

January 16, 1976

Dear Mrs. Wintersteen:

Just a brief note to thank you for your time and your graciousness last week to those of us on the White House staff.

Mrs. Ford greatly regretted that the schedule did not work out to allow her some time at your home -- particularly after our vivid descriptions of both your magnificent apartments and your hospitality. But I understand you and she did have an opportunity to visit briefly prior to the unveiling, and I know she enjoyed that.

Again, thank you for your courtesy to those of us on the staff. I hope we will have the opportunity to meet again.

Sincerely,

Patti Matson
Assistant Press Secretary to
Mrs. Ford

Mrs. John Wintersteen 100 Grays Lane #402 Haverford, Pennsylvania

THE WHITE HOUSE

WASHINGTON

January 16, 1976

Dear Joyce:

I wanted to drop you a note and let you know how much I enjoyed meeting you last week -and how grateful I am to you for your help.

We had lots of press questions on Mrs. Nevelson, and the coordination through you on that was very helpful. I hope that all of you were as pleased as all of us with how things went. Mrs. Ford, I know, enjoyed the visit tremendously.

On a more personal note, I enjoyed you very much. When you're going to be in Washington, please let me know so I can arrange a tour for you here and hopefully see you again.

Again, Joyce, thanks.

Sincerely,

Patti Matson
Assistant Press Secretary to
Mrs. Ford

Joyce Schwartz
Pace Gallery
32 East 57th Street
New York, NY 10022

THE WHITE HOUSE WASHINGTON

January 16, 1976

Dear Dee Dee:

I hope you know without this letter, but just to make it official ... "Thanks." I really was grateful for all your help last week in helping make things go so smoothly.

You are bright and efficient, but you also look ahead to see what's coming -- which, as you know, is one of the most important parts of all of this. I'm glad you were there.

And on a personal note, I enjoyed you very much and hope we'll be able to get together soon.

Again, thanks.

Patti Matson Assistant Press Secretary to Mrs. Ford

Dee Dee Brostoff General Services Administration 18th and F Streets NW Washington, D.C.

THE WHITE HOUSE WASHINGTON

January 16, 1976

Dear Jack:

Just a note to thank you formally for the help in Philadelphia. It went well, and Mrs. Ford was pleased.

Here's hoping for more of the same...

Sincerely,

Patti Matson
Assistant Press Secretary to
Mrs. Ford

Mr. Jack Williams
Director of Special Projects
General Services Administration
18th and F Streets
Washington, D. C. 20405

Come over and pick out your photos!

THE WHITE HOUSE WASHINGTON

January 16, 1976

Dear Dennis:

A quick note to thank you for your help during Mrs. Ford's visit last week, and for the help we received from your staff as well.

I was particularly impressed by the pleasantness under pressure in your office and by the willingness of the girls to pitch in. Karen is a real gem, and Donna was equally helpful. I hope you will pass my sincere thanks along to them.

Again, thanks. I hope we'll have to chance to work together again.

Sincerely,

Patti Matson Assistant Press Secretary to Mrs. Ford

Mr. Dennis Blaeuer 600 Arch Street Room 9454 Philadelphia, Pennsylvania

THE WHITE HOUSE WASHINGTON

January 16, 1976

Dear Walter:

A quick note to thank you for loaning Jo Ann and other members of your staff to help out in the press area.

I know it caused general havoc for a couple of days, and I wanted you to know how appreciated it was.

I enjoyed meeting you and hope we'll have a chance to work together again.

Sincerely,

Patti Matson Assistant Press Secretary to Mrs. Ford

Mr. Walter Szpanka 600 Arch Street Philadelphia, Pennsylvania

THE WHITE HOUSE

Sheila --

I think Mrs. Ford needs to be prepared with some sort of thought when she sees the Liberty Bell. Something brief, perhaps to do with the significance to her, which is probably what they'd ask...

Here are articles with lots of background on the history of the Liberty Bell.

pjrjem



Associated Press

Two visitors look over the liberty Rell in its new purition in Philadelphia. In the right background is Independence Hall.

Liberty Bell Moved for Bicentennial

40,000 Brave Cold Philadelphia Rain to Watch Transfer

By Margot Hornblower,
Washington Post Staff Writer
PHILADELPHIA, Jan.
1—At 12:01 a.m. today, the

"And it's historic, ain't it?"

"And it's historic, ain't it?"
The parents and children
and a sprinkling of rowdy New

colonial-garbed fife and drum corps, the bell was moved on a wheeled cart to its new home, an ultra-modern glass and evening. Churches and synagogues around the city held services before the ceremony. Inside the pavilion,

Moving of Liberty Bell Opens Bicentennial



A Moving, Patriotic Ceremony

Liberty Bell Ushers in Bicentennial

By David Braaten

Washington Star Staff Writer

PHILADELPHIA — In a scene
eminiscent of Valley Forge, or
assibly the crossing of the Dela-

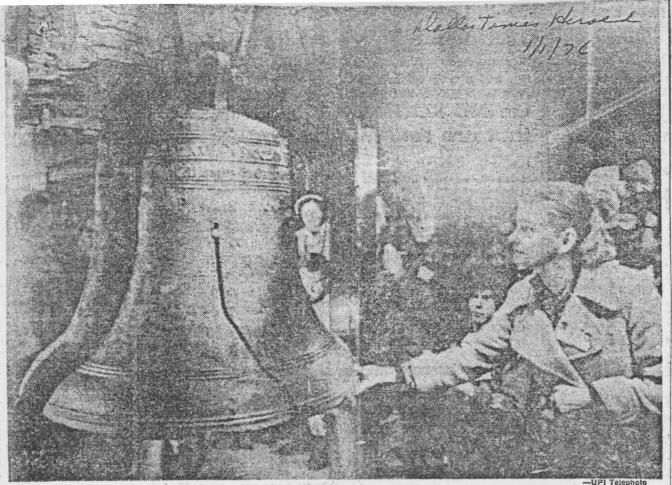
are, several thousand Philadel-

There were various explanations as to why at least 5,000 bystanders had gathered to stand in the rain.

A RETIRED history teacher and her sister, waiting to light the bell's triumphant progress with candles—

Four blocks from the scene of the historic move, a neighborhood bar was a haven of ignorance in the grim, icy sea of Bicentennial celebration.

VISITORS STREAMING in numb



Visitors inspect Liberty Bell at bell's new Philadelphia home Thursday

Liberty Bell starts 1976 in new home

PHILADELPHIA (AP)-The Liberty Bell, symbol of American freedom, was rolled out of Independence Hall and into a new viewing center early today as spirited revelers braved a driving rain

to ring in 1976 the nation's Bicentennial.

bell while t wa I talohing thei detah of bed of wet cement to prevent the spread of the celebrated crack that marred the __\$300,000. It opened to visitors today after belt while it was tolling the death of Chief Justice John Marshall in 1835.

Fireworks crackled and a fife and

the bell is to remain permanently was built with federal funds at a cost of the bell was hung on a stainless-steel beam rising from the floor.

It was at Independence Hall on July

KDKA-TV 2 ONE GATEWAY CENTER PITTSBURGH PENNSYLVANIA 15222 391-3000 W WESTINGHOUSE BROADCASTING COMPANY

anytime she can do,

June 14, 1975

Ms. Sheila Weidenfeld The White House Washington, D. C.

Dear Sheila:

It seems at least one lifetime ago since you were producing PANORAMA and I was talent coordinator for MIDDAY in New York, and I certainly hope you are as happy in your new role (for which sincere albeit belated congratulations) as I am here in Pittsburgh producing the Torre Show.

Although ours is a live, five day a week program (remember those?) it looks like I've done something right, because management has volunteered to unchain the pursestrings for a trip to Washington sometime this summer if Mrs. Ford were willing to give Marie a brief interview.

Mrs. Ford has become a very special lady to Pittsburghers for many reasons: of course, the most obviously rewarding was the awakening that she -- and we as broadcasters through her inspiration -- could inspire in women to be more caring about their health. Because of her openness and some followup programming we did on the Torre Show, doctors here have told me their offices were filled with women, many of whom had never before dared to take their fears to their physicians. Moreover, in this very active Equal Rights for Women community, Mrs. Ford's outspoken support has provided adrenelin and new perspectives in all areas of our town.

We would, of course, arrange our schedules to fit with Mrs. Ford's, and I can promise that the results, should she and you be willing to allow such an interview, would be sensitive, positive and open to any areas she would like to discuss.

I do look forward to hearing your reactions and, in any case, all good luck and happiness in the big house.!

Sincerely,

CAMBRIA COUNTY'S LARGEST WEEKLY NEWSPAPER

FACILITIES FOR FINE JOB PRINTING

THE BARNESBORO STAR



MILES E. RANCK & SON — PUBLISHERS

BARNESBORO, PA.

Tolal him (phone) Jack

MR. DON SIBERT, JR.
P.O. BOX # 273
HASTINGS, PENNSYLVANIA
16646
PHONE (814) 247-6534

AUGUST 7,1975

DEAR MR. FORD,

ALLOW ME TO INTRODUCE MYSELF TO YOU. I AM A TWENTY-SIX YEAR OLD FREE-LANC WRITER AND PHOTOGRAPHER FOR THE BARNESBORO STAR NEWSPAPER. MY REASON FOR WRITING TO Y IS BECAUSE I PLAN TO BE IN WASHINGTON, D.C. IN A COUPLE OF WEEKS AND WOULD VERY MUCH I TO MEET YOU IF IT COULD BE ARRANGED. I WOULD LIKE TO DO A COMPLIMENTARY ARTICLE ON Y FOR OUR PAPER. I WOULDN'T TAKE UP MUCH OF YOU TIME. I WOULD JUST LIKE TO TAKE A CC OF PICTURES AND GATHER SOME INFORAMTION ABOUT YOU FOR THE ARTICLE.

I WOULD APPRECIATE ANYTHING YOU MIGHT BE ABLE TO WORKOUT.

I WILL BE INWASHINGTON, D.C. AUGUST 18,19,20,21,AND22.

THANK YOU!

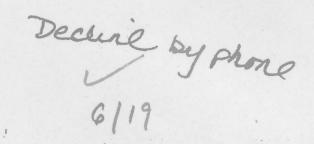
SINCERELY,

MR. DON SIBERT,



WCAU-TV

CBS Television Stations
A Division of Columbia Broadcasting System, Inc.
City and Monument Avenues
Philadelphia, Pennsylvania 19131
(215) TEnnyson 9-7000



Dear Nancy:

We're planning to film in Washington for a week in September, at which time we could film interviews with local Congressman for MORNINGSIDE, our daily hour-long program. Naturally, I thought of Mrs. Ford. We would very much like to have you ask her to set aside an hour from her busy schedule to talk to our hostess at the White House.

Our hostess, is Edie Huggins and we have been on the air since January 1974. The shows airs Monday thru Friday from 9 to 10 am.

If Mrs. Ford agrees to give us an hour of her time, we would pick the best day and time according to her schedule in mid-September or early October.

Do hope she'll say yes and if you need more info let me know. It would also be nice to see you again, so I hope we can work out a date.

Sincerely,

Molores

Dolores Hardie
Associate Producer
MORNINGSIDE

Mrs. Nancy Lammerding Ruwe Social Secretary to Mrs. Ford The White House Washington, D. C.

June 2, 1975



213 SMITHFIELD STREET, PITTSBURGH, PA. 15222 · 412-281-4450

May 30, 1975

Mrs. Gerald/Betty Ford The White House 1600 Pennsylvania Avenue Washington, D.C. 20500

Dear Mrs. Ford;

Enclosed with this letter is certain material which explains who and what Hardman Associates Inc. is, —and the reason for this letter.

Succinctly stated, my reason for writing is to ask you to appear in what we and the films' professional faculty, consider to be a critically important documentary film concerning breast cancer.

This film is non-profit, and will be totally unique in its approach.

It will be the first film to address itself to the total story on an international basis for the benefit of all women.

Thanks to you and Mrs. Rockefeller, this entire subject has come out from under wraps, and what has emerged comes to light as the quiet fear and hysteria which women have carried for years.

There is an unbelievable amount of misunderstanding and misconception among women about breast cancer.

We will attempt to alleviate that condition.

Your position as First Lady; and having undergone mastectomy, will go far in helping to alleviate panic among women.

down I believe a for car related represt Mrs. Ford Page 2 May 30, 1975



I have no way of knowing the depth of mastectomys' psychological impact on you;——you do however seem calm and controlled, and you present a positive outlook. These are the things we need in the film.

We had thought in addition to you, to ask Mrs. Rockefeller to appear, but understand from the members of our faculty (as outlined in the enclosed material), that she is quite shy and is truly in need of her privacy at this time. We respect and understand her need, and therefore will not contact her.

There are other women of note whom we will approach: Shirley Temple Black and Hildegard Neff in Germany.

Their appearance will have a slightly different psychological thrust than your own—but will provide an important area of identification for the viewer.

Quite frankly, the "stars" of the documentary will be average women from all walks of life.

Our target date for completion of the film is late this fall.

There is much to be done.

I ask you therefore to consider this request carefully, and to give it some priority despite your schedule which I'm sure is quite busy.

If you are inclined to appear in the film, it will be necessary to spend an hour with you in the near future to discuss in detail what your participation will be, and how we can best integrate that participation with the rest of the film.

Should we meet, there would be in attendance from Hardman Associates; Mrs. Marilyn M. Eastman, VP/Creative Director, in addition to myself;—the meeting to be at your option.

Most sincerely

Karl Hardman

President

Hardman Associates, Inc.

silm intervens

June 20, 1975

Dear Mr. Hardman:

Mrs. Gerold/Betty Ford

Mrs. Ford has asked me to respond to your letter regarding her participation in the making of a documentary film concerning breast cancer. Enclosed with this letter is certain material

which explains who and what cardman Unfortunately, it won't be possible for Mrs. Ford to accept your invitation to participate in this documentary. As you may know, Mrs. Ford receives an enormous amount of requests for interviews, and she regrets that her schedule will only permit her to accept a limited number.

Mrs. Ford would like to convey her support and best wishes for the work you are doing to alert and educate the public about cancer.

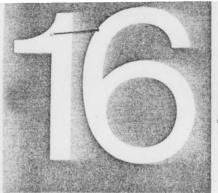
suffert has come out from the wears, and west has

Sincerely, Thanks to you and Mrs. Rocketelland this entire

Sheila Rabb Weidenfeld Press Secretary to Mrs. Ford

Mr. Karl Hardman President Hardman Associates, Inc. 213 Smithfield Street Pittsburgh, Pa. 15222

dial





3500 EDGMONT AVENUE, CHESTER, PENNSYLVANIA 19015 (215) TR 4-4321 PHILADELPHIA • MA 6-6397 DELAWARE • 798-8633

April 30, 1975

Dear Mrs. Ford,

I have watched you in your fairly recent position of First Lady of Our Country and have found that even though I don't share your political persuasion, I take a great deal of pride in knowing that the First Lady of this country has quite a share of "chutzpah". A Yiddish word for which there is no sufficient English translation, but which comes down to having the courage to speak and live by your convictions. It really means a lot more than that. It's a very special quality that I have seen you display numerous times.

It has been a source of satisfaction to me personally to see you deal with strength, with those problems and issues you have had to face in your position.

I feel that you stand out among First Ladies in your ability to speak out against injustice; to step forward as a whole woman, as the complete and capable person you have shown yourself to be. Being in the public eye is a stressful situation and you have handled it admirably. I feel a special bond to you for some of the stands you took, particularly your position on the Equal Rights Amendment.

I understand the President will be addressing the graduates at the Universtiy of Pennsylvania in the near future. I do not know if you plan to accompany him on his visit, but this letter is in hopes that you will.

I am the assistant news director of the abovementioned radio station which is all talk. I host a telephone talk show that reaches Philadelphia, Wilmington and Southern New Jersey as well as the Delaware County Area and I would like to have you join me as a guest in the studio while you're in the area.





3500 EDGMONT AVENUE, CHESTER, PENNSYLVANIA 19015 (215) TR 4-4321 PHILADELPHIA • MA 6-6397 DELAWARE • 798-8633

My idea was to talk with you and to let you talk with our listeners about your own concerns-nothing so personal as your private life or so controversial as your political stand, but a discussion centering around your basic philosophy as a strong, independent woman in a public position.

Questions such as "Where do you think women fit in the struggle for power and responsibility in this and other countries?" might possibly arise. I assure you you would not be asked to respond to any questions

to which you would object.

I await your response to this idea and hope you will consider my request seriously.

With best wishes for your happiness,

Renee Blake

Assistant News Director

WEEZ Radio

UNIVERSITY OF KENTUCKY

LEXINGTON, KENTUCKY 40506

ALBERT B. CHANDLER
MEDICAL CENTER
DIRECTOR
OFFICE OF MEDIA PANNING
H-41 MEDICAL CENTER

called 175

April 11, 1975

Pathi here you belle with Jecline and AREA 606 I S PHONE: 233-645 I post 8 re und to be

Mrs. Betty Ford White House Washington D.C.

20400

Dear Mrs. Ford;

The Lexington (Ky.) Chapter of Planned Parenthood is going to sponsor a free breast examination clinic the first week in June. We wish to alert all women in our community to this free service. Would it be at all possible for you to make a short (30 second) audio tape for use on our local radio stations? Something like: "Hello, I am Betty Ford. I want to urge the women of the Lexington Community to have a free breast examination. The exams are simple and will be given by physicians early in June. Watch the newspaper for details - thank you -."

Having you do this public service would be most meaningful to our community. As a member of the publicity committee, I would be most appreciative.

Respectfully,

Robert C. Emling, Ed. D.

Director

Office of Media Planning H 41 Medical Center

RCE/lsw

Community College of Allegheny County

COLLEGE OFFICE

610 SMITHFIELD STREET PITTSBURGH, PENNSYLVANIA 15222 AREA CODE 412-286-2038

May 21, 1975

Mrs. Sheila Rabb Weidenfeld Press Secretary to Mrs. Gerald Ford White House 1700 Pennsylvania Avenue Washington, D. C.

Dear Sheila:

First I'll introduce myself as 'a member of the Washington Press Club and, at present, public relations consultant for the Community College of Allegheny County (Pittsburgh). I often come to Washington to club events and last fall took the tour of the Virgin Islands with the club. It was great!

I'm writing you requesting a visit to the College of Mrs. Ford, sometime in the fall, but before the snow falls here, as it would be for a talk to more than 1,000 senior citizens who may not be able to travel in the snow. We would have this event at a downtown hotel, possibly at the William Penn or Hilton but would leave the actual date up to Mrs. Ford and you. October would be a lovely month for travel and a visit. A date preferred should be in the early part of the week - say Tuesday or Wednesday - to avoid weekend sports events and the World Series. (We keep hoping it may be here).

We had been making arrangements with Mrs. Nixon through Helen Smith, but everything blew up, we are sorry to say. I shall send copies of this request to Senator Hugh Scott and Congressman H. John Heinz, both of whom I have known for some time.

Thank you for an early response.

Sincerely,

Adele M. Allison (Mrs.)

adele

Public Relations Consultant

AMA: jh

June 20, 1975

Dear Adele:

Please forgive my delay in responding to your letter requesting Mrs. Ford to visit the Community College of Allegheny County. As you may know, Mrs. Ford's schedule has been extremely busy recently, and consequently, mine has been also.

I am sending your request on to Ms. Susan Porter, who handles Mrs. Ford's appointments, and trust she will be in touch with you in the near future.

Sincerely,

than 1,000 senio Sheila Rabb Weidenfeld Ford

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